

UNITED STATES PATENT APPLICATION

FOR

**AUTOMATIC AGENCY MARKETING METHOD AND THE  
SYSTEM OF THE SAME**

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# **AUTOMATIC AGENCY MARKETING METHOD AND THE SYSTEM OF THE SAME**

## **5    Field of the Invention**

The present invention relates to an agency marketing method and the system of the same, more specifically, the present invention relates to an automatic agency marketing method and the system of the same.

## **10    Description of the Prior Art**

In the merchandised society, the two major business running models that products (or merchandise) are sold from producer to the customers are: directly sales model and indirectly sales model. In the indirectly sales model, one of the examples is through agency to transfer products to customers. It usually goes by agency acquire products selling privilege from the producers, then the agency sells products to the customers by marketing channels (such as actual or virtual distribution etc.). However, when the agency wants to become the products selling agency from the producers, it is done by times communication in phones, mails or faxes (including internet e-mails or faxes) between the agency and the producers. Even after meetings, the contract for product selling agency is settled and agency actually acquires the selling privilege by the contract.

In the above mentioned business running model that agency transfers the products to the customers, it takes a very long time for agency to acquire the products selling

privilege, and that causes a extension of the time that products sold from producer to customers. Also, traditional product marketing usually takes a considerable cost to build up the marketing channels that causes an increase on the  
5 final cost of products. Besides, with a rapid improvement of electronic medias, the distance of information transferring between producers and customers is gradually decreasing. The old economic marketing model such as above-mentioned business running model of agency rules has become too far  
10 away from the developing speed of nowadays technology. It has resulted that many products invented for convenient life are unable of promotion in the market due to lack of marketing cost and marketing channels.

15 Based on this reason, it has become our pursuing objective to minimize the time for product marketing by using more suitable new economic marketing model for modern electronic medias technology and making product invention and marketing on the same level.

#### **SUMMARY OF THE INVENTION**

20 The main objective of this invention is to provide an automatic agency marketing method and the system of the same in order to simplify the product agency system.

25 The other objective of this invention is to provide an automatic agency marketing method and the system of the same by simplified product agency system to expand products marketing channels rapidly.

According to one embodiment of this invention, automatic agency marketing system comprises a database and a processor. The database is used to save at least one item of product information. The processor coupled with the database, wherein the processor is used to execute following items comprising:

- (1) receiving a 1<sup>st</sup> registration information of member application transmitted from a 1<sup>st</sup> consumer by internet;
- (2) assigning and transmitting a 1<sup>st</sup> member identification information representing a membership qualification to the 1<sup>st</sup> consumer according to the 1<sup>st</sup> registration information, and building up a 1<sup>st</sup> consumer's membership information in the database, the 1<sup>st</sup> consumer who has the 1<sup>st</sup> member identification information is called a 1<sup>st</sup> member;
- (3) receiving a 1<sup>st</sup> product order message transmitted from the 1<sup>st</sup> member by internet, wherein the product can be transmitted by internet;
- (4) generating a 1<sup>st</sup> agency identification information of the 1<sup>st</sup> member's product sales qualification according to the 1<sup>st</sup> product order message;
- (5) encoding the 1<sup>st</sup> agency identification information and the product taken out from the database to a 1<sup>st</sup> electric file and transmitting the 1<sup>st</sup> electric file to the 1<sup>st</sup> member, the 1<sup>st</sup> electric file can be decoded by the 1<sup>st</sup> member to take out the product;
- (6) receiving a 2<sup>nd</sup> registration information of member application transmitted from a 2<sup>nd</sup> consumer by

internet;

- (7) assigning and transmitting a 2<sup>nd</sup> member identification information representing a membership qualification to the 2<sup>nd</sup> consumer according to the 2<sup>nd</sup> registration information, and building up a 2<sup>nd</sup> consumer's membership information in the database, the 2<sup>nd</sup> consumer who has the 2<sup>nd</sup> member identification information is called a 2<sup>nd</sup> member;
- (8) receiving the 1<sup>st</sup> electric file and a 2<sup>nd</sup> product order message transmitted from the 2<sup>nd</sup> member by internet, wherein the 1<sup>st</sup> electric file transmitted from the 2<sup>nd</sup> member is acquired from the 1<sup>st</sup> member;
- (9) generating a 2<sup>nd</sup> agency identification information of the 2<sup>nd</sup> member's product sales qualification according to the 2<sup>nd</sup> product order message;
- (10) decoding the 1<sup>st</sup> electric file in order to take out the 1<sup>st</sup> agency identification information;
- (11) encoding the 2<sup>nd</sup> agency identification information and the product to a 2<sup>nd</sup> electric file and transmitting the 2<sup>nd</sup> electric file to the 2<sup>nd</sup> consumer, the 2<sup>nd</sup> electric file can be decoded by the 2<sup>nd</sup> consumer to take out the product; and
- (12) assigning a sales profits to the 1<sup>st</sup> consumer who has the 1<sup>st</sup> agency identification information.

According to one embodiment of this invention, automatic agency marketing method comprises the steps of:

- (1) A 1<sup>st</sup> consumer transmits a 1<sup>st</sup> registration information of member application to a server of

product supplier by internet;

(2) According to the 1<sup>st</sup> registration information, the server assigns and transmits a 1<sup>st</sup> member identification information representing a membership qualification to the 1<sup>st</sup> consumer; and builds up a 1<sup>st</sup> consumer's membership information in the server. The 1<sup>st</sup> consumer who has the 1<sup>st</sup> member identification information is called a 1<sup>st</sup> member;

(3) The 1<sup>st</sup> member transmits a product order message to the server by internet, wherein the product can be transmitted by internet;

(4) According to the order message, the server encodes a 1<sup>st</sup> agency identification information of the 1<sup>st</sup> member's product sales qualification and the product wanted by the 1<sup>st</sup> member to a 1<sup>st</sup> electric file; then transmits the 1<sup>st</sup> electric file to the 1<sup>st</sup> member and builds up an information representing the 1<sup>st</sup> member's sales qualification in the server. The 1<sup>st</sup> electric file can be decoded by the 1<sup>st</sup> member to take out the product;

(5) A 2<sup>nd</sup> consumer transmits a 2<sup>nd</sup> registration information of member application to the server of product supplier by internet;

(6) According to the 2<sup>nd</sup> registration information, the server assigns and transmits a 2<sup>nd</sup> member identification information representing a membership qualification to the 2<sup>nd</sup> consumer; and builds up a 2<sup>nd</sup> consumer's membership information in the server. The 2<sup>nd</sup> consumer who has the 2<sup>nd</sup> member identification information is called a 2<sup>nd</sup> member;

(7) By internet, the 2<sup>nd</sup> member transmits the 1<sup>st</sup> electric file obtained from the 1<sup>st</sup> member and the purchasing order information to the server for buying the product; and

5 (8) The server encodes a 2<sup>nd</sup> agency identification information of the 2<sup>nd</sup> member's product sales qualification and the product wanted by the 2<sup>nd</sup> member to a 2<sup>nd</sup> electric file; then transmits the 2<sup>nd</sup> electric file to the 2<sup>nd</sup> member, builds up an  
10 information representing the 2<sup>nd</sup> member's sales qualification in the server, identifies the 1<sup>st</sup> agency identification information from the 1<sup>st</sup> electric file and assigns a sales profits to the 1<sup>st</sup> member who has the 1<sup>st</sup> agency identification information.

15 The product needed for encoding the 2<sup>nd</sup> electric file can be taken out from the database or the 1<sup>st</sup> electric file. The database comprising the member database and the product database. The member database is used to save the member  
20 information including member identification information and sales identification information. The product database is used to save at least one item of product information.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

25 Figure 1 is the flow chart for automatic agency marketing method according to the 1<sup>st</sup> embodiment of this invention;

Figure 2 is the flow chart for automatic agency marketing method according to the 2<sup>nd</sup> embodiment of this  
30 invention;

Figure 3 is the flow chart for automatic agency marketing method according to the 3<sup>rd</sup> embodiment of this invention; and

Figure 4 is the block diagram for automatic agency marketing system according to the 1<sup>st</sup> embodiment of this invention.

#### **DESCRIPTION OF THE PREFERRED EMBODIMENT**

The main objective of this invention is to provide an automatic agency marketing method and the system of the same in order to simplify the product agency system.

The other objective of this invention is to provide an automatic agency marketing method and the system of the same by simplified product agency system to expand products marketing channels rapidly.

According to the 1<sup>st</sup> embodiment of this invention, automatic agency marketing method (please refer to Figure 1) comprises:

- (1) A 1<sup>st</sup> consumer transmits a product order message to a server of the system by internet, wherein the product can be transmitted by internet (Step 20);
- (2) According to the order message, the server encodes a 1<sup>st</sup> agency identification information of the 1<sup>st</sup> consumer's product sales qualification and the product wanted by the 1<sup>st</sup> consumer to a 1<sup>st</sup> electric file; then transmits the 1<sup>st</sup> electric file to the 1<sup>st</sup> consumer and builds up an information representing



the 1<sup>st</sup> consumer's sales qualification in the server.  
The 1<sup>st</sup> electric file can be decoded by the 1<sup>st</sup>  
consumer to take out the product (Step 22);

5 (3) By internet, a 2<sup>nd</sup> consumer transmits the 1<sup>st</sup> electric  
file obtained from the 1<sup>st</sup> consumer and the order  
information of product to the server for buying the  
product (Step 24); and

10 (4) The server encodes a 2<sup>nd</sup> agency identification  
information of the 2<sup>nd</sup> consumer's product sales  
qualification and the product wanted by the 2<sup>nd</sup>  
consumer to a 2<sup>nd</sup> electric file; then transmits the 2<sup>nd</sup>  
electric file to the 2<sup>nd</sup> consumer, builds up an  
15 information representing the 2<sup>nd</sup> consumer's sales  
qualification in the server, and identifies the 1<sup>st</sup>  
agency identification information from the 1<sup>st</sup> electric  
file. The 2<sup>nd</sup> electric file can be decoded by the 2<sup>nd</sup>  
consumer to take out the product (Step 26).

20 According to the 2<sup>nd</sup> embodiment of this invention,  
automatic agency marketing method (please refer to Figure 2)  
comprises:

25 (1) A 1<sup>st</sup> consumer transmits a 1<sup>st</sup> registration  
information of member application to a server of  
product supplier by internet (Step 30);

30 (2) According to the 1<sup>st</sup> registration information, the  
server assigns and transmits a 1<sup>st</sup> member  
identification information representing a  
membership qualification to the 1<sup>st</sup> consumer; and  
builds up a 1<sup>st</sup> consumer's membership information

in the server. The 1<sup>st</sup> consumer who has the 1<sup>st</sup> member identification information is called a 1<sup>st</sup> member (Step 32);

5 (3) The 1<sup>st</sup> member transmits a product order message to the server by internet, wherein the product can be transmitted by internet (Step 34);

10 (4) According to the order message, the server encodes a 1<sup>st</sup> agency identification information of the 1<sup>st</sup> member's product sales qualification and the product wanted by the 1<sup>st</sup> member to a 1<sup>st</sup> electric file; then transmits the 1<sup>st</sup> electric file to the 1<sup>st</sup> member and builds up an information representing the 1<sup>st</sup> member's sales qualification in the server. The 1<sup>st</sup> electric file can be decoded by the 1<sup>st</sup> member to take out the product (Step 36);

15 (5) A 2<sup>nd</sup> consumer transmits a 2<sup>nd</sup> registration information of member application to the server of product supplier by internet (Step 38);

20 (6) According to the 2<sup>nd</sup> registration information, the server assigns and transmits a 2<sup>nd</sup> member identification information representing a membership qualification to the 2<sup>nd</sup> consumer; and builds up a 2<sup>nd</sup> consumer's membership information in the server. The 2<sup>nd</sup> consumer who has the 2<sup>nd</sup> member identification information is called a 2<sup>nd</sup> member (Step 40);

25 (7) By internet, the 2<sup>nd</sup> member transmits the 1<sup>st</sup> agency identification information obtained from the 1<sup>st</sup> member and the purchasing order information of the 1<sup>st</sup> member sales' product to the server for

30

buying the product (Step 42); and

(8) The server encodes a 2<sup>nd</sup> agency identification information of the 2<sup>nd</sup> member's product sales qualification and the product wanted by the 2<sup>nd</sup> member to a 2<sup>nd</sup> electric file; then transmits the 2<sup>nd</sup> electric file to the 2<sup>nd</sup> member, builds up an information representing the 2<sup>nd</sup> member's sales qualification in the server, and identifies the 1<sup>st</sup> agency identification information from the 1<sup>st</sup> electric file. The 2<sup>nd</sup> electric file can be decoded by the 2<sup>nd</sup> member to take out the product (Step 44).

According to the 3<sup>rd</sup> embodiment of this invention, automatic agency marketing method (please refer to Figure 3) comprises:

- (1) A consumer transmits the registration information of member application to a server of product supplier by internet (Step 50);
- (2) According to the registration information, the server assigns and transmits a member identification information representing a membership qualification to the consumer; and builds up a consumer's membership information in the server. The consumer who has the member identification information is called a member (Step 52);
- (3) The member transmits a product order message to the server by internet (Step 54); and
- (4) According to the order information, the product supplier transmits the product which the member

5           wants to buy and also an agency identification  
          information representing product sales qualification  
          to the member; and builds up an information  
          representing the member's sales qualification in the  
          server (Step 56).

10           According to the first embodiment of this invention, the  
          server system 400 (please refer to the Figure 4) within  
          automatic agency marketing method comprises: an  
          output/input interface 410, a processor 420 coupled with  
          the output/input interface 410, and a database 430 coupled  
          with processor 420. The output/input interface 410 is the  
          mutual communication interface between the server system  
          400 and the outsiders. The database 430 comprises the  
15           member database 432 and the product database 434. The  
          member database 432 is used to save the member  
          information including member identification information  
          and sales identification information etc. And the product  
          database 434 is used to save at least one item of product  
20           information. As to the processor 420 comprises: encoding  
          module 424, decoding module 426 and information analysis  
          and management module 422.

25           The encoding module 424 is used to create member  
          identification information of member qualification, agency  
          identification information of product sales qualification, and  
          to encode a agency identification information and the  
          product to a electric file. The decoding module 426 is used  
          to decode the electric file to separate the agency  
30           identification information and the product. Also, an

information analysis and management module 422 coupled with the database 430, the encoding module 424 and the decoding module 426, where an information analysis and management module 422 is used to execute following items comprising:

- (1)transmitting information mutually through the output/input interface 410 with the consumers (such as the 1<sup>st</sup> consumer 100 or the 2<sup>nd</sup> consumer 200) by internet 300;
- (2)ordering the encoding module 424 and the decoding module 426 to process encoding and decoding, and report the results of encoding and decoding;
- (3)saving or deleting an information of the database 430.

In the above embodiment of the invention, the products needed for the 2<sup>nd</sup> electric file encoding can be retrieved from the database 430 or the 1<sup>st</sup> electric file. The 1<sup>st</sup> electric file transmitted to the 1<sup>st</sup> member (or the 1<sup>st</sup> consumer 100) can be decoded by the 1<sup>st</sup> member (or the 1<sup>st</sup> consumer 100) to take out this product; the 2<sup>nd</sup> electric file transmitted to the 2<sup>nd</sup> member (or 2<sup>nd</sup> consumer 200) can be decoded by the 2<sup>nd</sup> member (or 2<sup>nd</sup> consumer 200) to take out this product. After the server system 400 (or the processor 420) identifying the 1<sup>st</sup> agency identification information from the 1<sup>st</sup> electric file, it also comprises the step to assign a sales profits to the 1<sup>st</sup> member (or the 1<sup>st</sup> consumer 100) who has the 1<sup>st</sup> agency identification information.

